



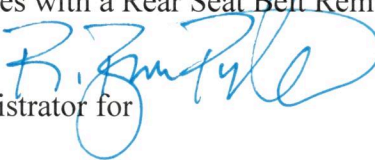
U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Memorandum

Subject: Rear Seat Belt Warning System: Report, "Survey of Principal Drivers of Vehicles with a Rear Seat Belt Reminder System"

Date: OCT 04 2019

From: R. Ryan Posten 
Associate Administrator for
Rulemaking

To: Docket Number NHTSA-2019-0093

Thru: Jack Danielson
Executive Director


Jonathan C. Morrison
Chief Counsel

Attached for submission to Docket Number NHTSA-2019-0093 is a report entitled "Survey of Principal Drivers of Vehicles with a Rear Seat Belt Reminder System."

The purpose of this study, conducted by Abt SRBI, Inc., was to determine the acceptability and potential effectiveness of rear seat belt reminder systems in terms of its effect on passenger seat belt usage. The survey sampled primary drivers of vehicles with a rear seat belt reminder system and those without to measure their attitudes towards them.

The survey findings show that drivers of vehicles with a rear seat belt reminder system are satisfied with their current system and have noticed a positive effect on rear seat belt usage. In addition, almost all of them agreed that it was at least somewhat important that the next vehicle they purchase come with a rear seat belt reminder system, and have come to rely on the system. The attitudes of drivers of vehicles without a rear seat belt reminder system were generally positive as well.

Attachment

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